

The Story of Texas Counts

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EVERY TEXAN

Formerly Center for Public Policy Priorities



**Texas
Counts**★

Who Lives? Who Dies? Who Tells Your Story?



HAMILTON

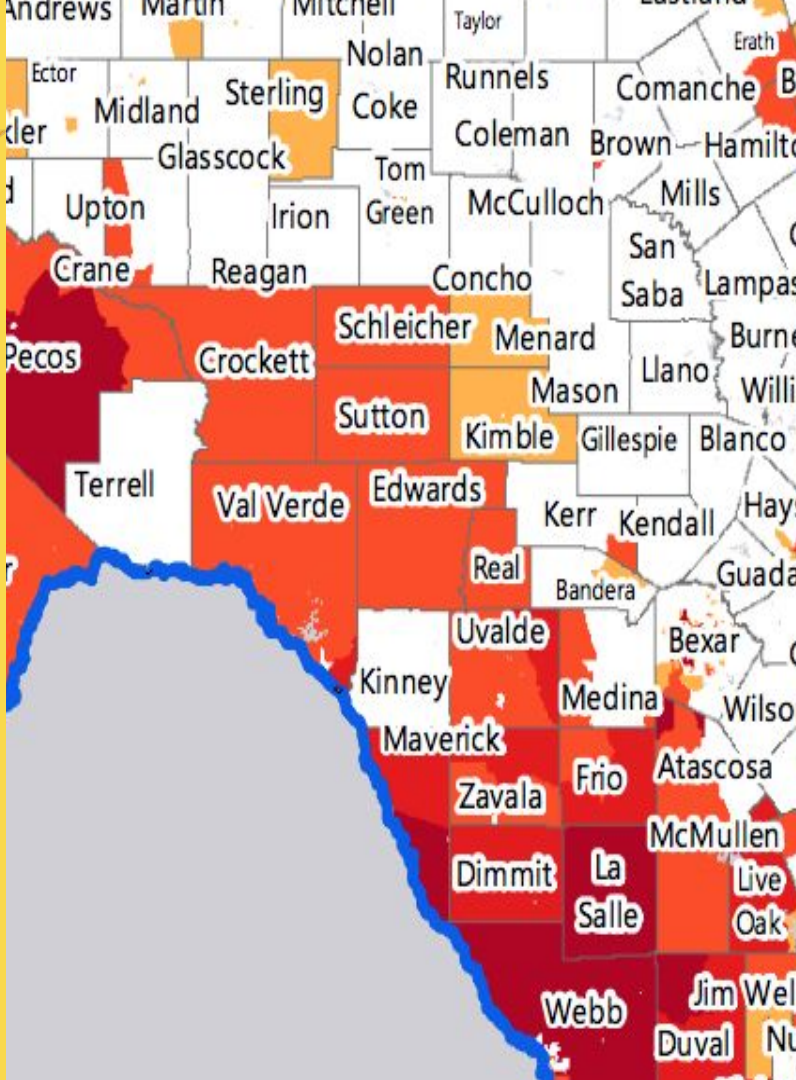
WHO DIES? HB 255.



House Bill 255

Relating to efforts to encourage full participation in the 2020 federal decennial census by the residents of this state, including the establishment of the Complete Count Commission.

\$50 Million Budget Rider



There was a need. Folks started organizing.

1. Every Texan and the Communities Foundation of Texas joined forces.
2. Connected with state leaders representing diverse sectors and regions of Texas.
3. Formed a Steering Committee and Sector Subcommittees.
4. Created a Pooled Fund and raised funds for GOTC efforts.

WHO LIVES? CENSUS CHAMPIONS!



WHO LIVES?
CENSUS CHAMPIONS!



Texans One Stop Shop
for All Things Census!



PARTNER



CONNECTOR



HUB

COUNTING DURING A PANDEMIC IS HARD.

Census champions worry about **losing momentum**, **losing funding**, and keeping their **communities safe**.



WHO LIVES? CENSUS CHAMPIONS!



**Amplifying
GOTC Efforts**

Partnering

Organizing

Census Day



**Texas Counts
Weekly Updates**

**Open Sector
Meetings**

**Direct Technical
Assistance**



Texascounts.org

**Pivoting to Digital
Organizing Series**

Newsletter

Social Media

→ Pivot from in-person activities to online activities:

- ◆ **Phone:** Phone/Text Bank, Call/Text Tree
- ◆ **Social Media:** Robust presence online
- ◆ **Virtual Events:** Going Live, Zoom, etc.
- ◆ **Email:** E-blasts, newsletters, email signature

→ Pivot from in-person events to safe outreach:

- ◆ **Socially Distanced Events:** Census caravans, art installations, etc.
- ◆ **Essential Locations:** Partner with essential locations to distribute materials (Grocery stores, food banks, diaper banks, gas stations, schools, restaurant take-out, clinics, hospitals, etc.)

→ Pivot from in-person outreach to media:

- ◆ **Local Media:** Connect with local media (radio, tv, print, ethnic)
- ◆ **Snail Mail:** send collateral in the mail



Virtual Road Trip for the Census with Texas Counts

Let's virtually visit Texas!



**Texas
Counts**★

United States®
**Census
2020**

TEXAS
DEMOGRAPHIC CENTER



EVERY TEXAN

Formerly Center for Public Policy Priorities

Virtual Road Trip for the Census Texas Counts



with

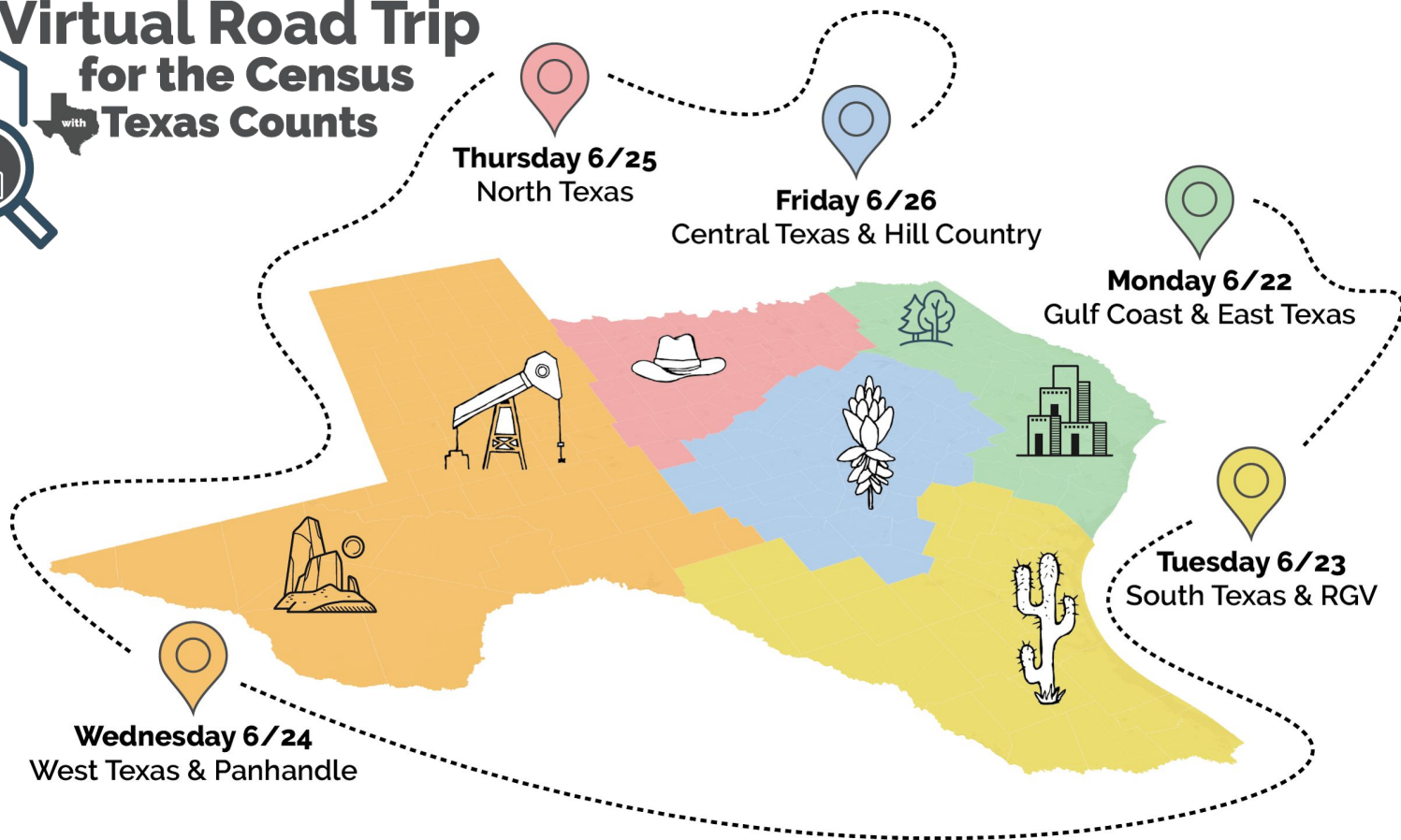
Thursday 6/25
North Texas

Friday 6/26
Central Texas & Hill Country

Monday 6/22
Gulf Coast & East Texas

Tuesday 6/23
South Texas & RGV

Wednesday 6/24
West Texas & Panhandle




WE TELL THEIR STORY



**Virtual Road Trip
for the Census**
with **Texas Counts**
by the numbers!

- ❑ 5 Days of GOTC Efforts
- ❑ 6 Kick-Off Events
- ❑ 54 Kick-Off Speakers
- ❑ 5,000+ Kick-Off Attendees
- ❑ 60+ Road Trip Events
- ❑ 100s of Trusted Messengers
- ❑ 100s of social media posts



¡Todos Contamos!

Census Event

Wednesday, June 24th | 2pm - 5:30pm

Join us for a Facebook live event and help us promote our **Census Church Challenge!**

- Live music, games and prizes!
- Census questionnaire assistance with US Census Bureau employees will be available by phone.
- We'll play *Censoteria* between 3pm & 4:pm


Don't miss a live performance by:

Censoteria: A game created by La Luz Center and adapted by Mano Amiga

Elvis

Loui Imai
(915) 731-1674

Tune in through Facebook at

 **Frontera Censo 2020**




JOIN US FOR A

FREE VIRTUAL CENSUS LOTERIA

Thursdays, June 25 • 2 PM - 3 PM
Everyone is Invited to Attend
Prizes will be Offered!

To Register:
<https://us02web.zoom.us/j/8422222222?pwd=MTIzBDZlLWp4OHcnaFQ2Z6p>

Methodist Healthcare Ministries
Everyday Culture



WE TELL THEIR STORY



BIG BEND RAD
Listen to **WE COUNT WITH CONLEY...**
2020 CENSUS
Conley Razon
Wednesday • June 24 • 10-11am
For assistance with your Census questionnaire call 432-999-1848
1240KVLF
ALPINE, TEXAS
Call in to be eligible for \$50 or \$100 Local Vendor Gift Cards!

Texas Counts
Published by Jamie Turcios [?] · June 24 at 3:38 PM · 🌐

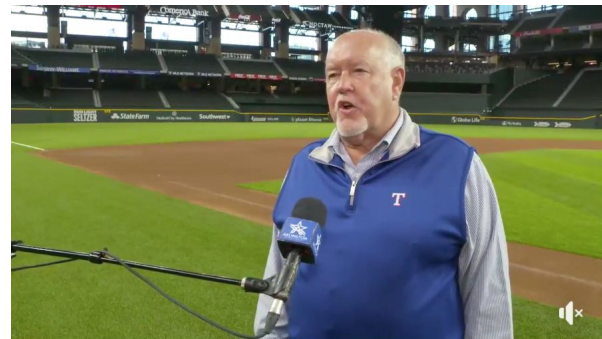
It's time to play lottery! Grab your beans and lottery cards! 🍀
Thank you Frontera Censo 2020 for everything you do!
#westexascounts #VirtualRoadTrip

⚙️ See original · Rate this translation

1,153 Views

Frontera Censo 2020 was live.
June 24 at 3:00 PM · 🌐

Like Page



912 Views

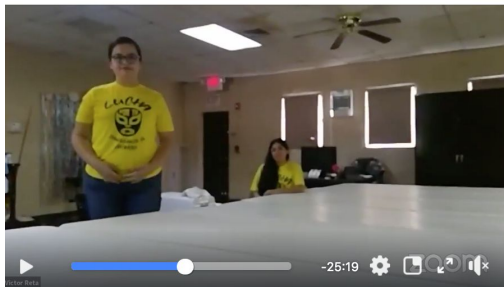
City of Arlington, TX - City Hall 🇺🇸 was live in Texas Counts Virtual Census Road Trip: Arlington.
June 25 at 4:00 PM · 🌐

Like Page

We're live at Globe Life Field for the Texas Counts Virtual Census Road Trip! Fill out your #2020Census today at my2020census.gov. #ArlingtonCounts2020

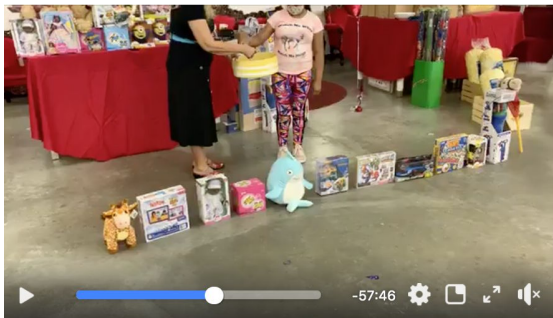
Texas Counts was live.
Published by Katie Martin Lightfoot [?] · June 24 at 10:01 AM · 🌐

We're in West Texas, y'all!



Texas Counts
Published by Renay Aaron Flores [?] · June 25 at 3:39 PM · 🌐

Tune into this prize-filled Census-A-Thon at Inspired Vision Compassion Center, coming to us live from Dallas! Looks like so much fun, and look at all those little ones getting counted! #northtxcounts



8,485 Views

Inspired Vision Compassion Center was live.
June 25 at 2:50 PM · 🌐

Like Page

Texas Counts
Published by Sprout Social [?] · June 23 at 10:25 PM · 🌐

A few photos from the fun and successful "Nada que temer, mucho que ganar" Caravana del Censo (Census Car Parade) event in Mercedes, TX this morning! Dozens of Texans were counted through this ingenious event at beautiful Sunrise Hill Park 🤘🏽 #rgvcounts #txcountsroadtrip



COUNT ME IN

FRIDAY
26 JUNE AT 1 PM

JOIN US
FOR A 1 HR
CLASS WITH
PAULO!

Zumba!



JOIN ZOOM
MEETING [https://us02web.zoom.us/j/86302844490?](https://us02web.zoom.us/j/86302844490?pwd=NTVOADJGQXYYA2VIMWCXWFZPMDLYQT09MEETING)
PWD=NTVOADJGQXYYA2VIMWCXWFZPMDLYQT09MEETING

ID: 863 0284 4490
PASSWORD: ZUMBA

COMPLETE YOUR CENSUS AND ENTER TO WIN PRIZES
WINNERS ANNOUNCED DURING THE EVENT

FREE AND OPEN TO THE PUBLIC



Health Collaborative
Brown County's Community Health Leadership

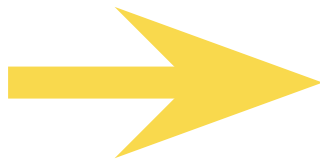




**Texas is
#41**

out of all states in
responding to the
2020 Census.

**And we know
we're better
than that!**



**Texas is now
#40**



Millions of households still need to respond to the 2020 Census.

Let's make sure every Texan is counted!

Help us tell the story!



Join the narrative.

Be a trusted messenger.

Connect with 10 folks today!





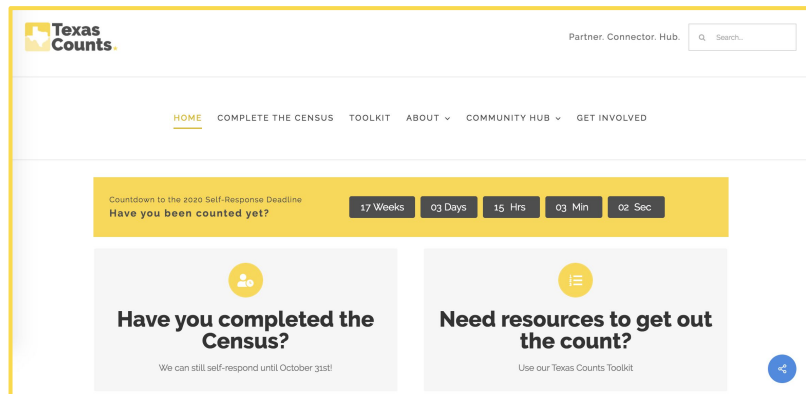
Mondays at 12 PM CST:

txcounts.me/thisweek

Join Texas Counts for this weekly webinar
and live discussion about all things Census.



TEXASCOUNTS.ORG



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